

Guidelines and Application Procedures to Enter Minnow Tank Promotion: This is a two-phase contest.

**Phase 1**—Business Plan Submission (Due September 30<sup>th</sup> 2020): All applicants must provide a business plan consisting of (Business Plan Submissions are not to exceed 20 pages);

1. Executive Summary
2. Company Summary
3. Products/ Services Summary
4. Market Analysis Summary
5. Strategies & Implementation Summary
6. Management Summary
7. Financial Plan (including 3 years of projections as well as cash flow)
8. A community impact summary stating:
  - a. How your business will enhance Southwestern Montana
  - b. How your business will benefit the community
  - c. Why your business stands out

**Phase II**— Minnow Tank Live Pitch: Contestants will be notified by Wednesday, October 7<sup>th</sup>, 2020 if they have been selected (based on Phase I guidelines) to present at the live event. Selected applicants will present their concept and plan in front of the judges in a live, presentation format that will include a question and answer period October 20<sup>th</sup> at Fairmont Hot Springs & Convention Center in Fairmont, MT starting at 5:00 PM. Live presentation time limit is 10 minutes maximum; PowerPoints and supplemental visual aids are allowed. Winners will be announced that evening immediately following the live pitch.

**Eligibility:**

1. This promotion is open to all legal U.S. residents, 18 years of age or older at the time of entry.
2. Proposed retail businesses can be independent operations or franchised.
3. Must be a for profit business.
3. Applicants must be an existing business or going to start a business in Beaverhead, Butte-Silver Bow, Deer Lodge, Granite, Jefferson, Madison or Powell counties.

**How to Enter:**

1. All business concept submissions with application fee must be emailed, delivered, or postmarked to Headwaters RC&D by 5:00 p.m. on September 30<sup>th</sup>, 2020. Email to [jjaksha@headwatersrcd.org](mailto:jjaksha@headwatersrcd.org) or [tlovell@headwatersrcd.org](mailto:tlovell@headwatersrcd.org) or mail to Headwaters RC&D Attn: Julie Jaksha, 65 E Broadway St - 5th floor, Butte MT 59701